

<i>SERFF Tracking Number:</i>	<i>PHYS-126708691</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Physicians Mutual Insurance Company</i>	<i>State Tracking Number:</i>	<i>46213</i>
<i>Company Tracking Number:</i>	<i>PMA3454AR-0810</i>		
<i>TOI:</i>	<i>MS071 Individual Medicare Supplement - Medicare Select 2010</i>	<i>Sub-TOI:</i>	<i>MS071.001 Plan A 2010</i>
<i>Product Name:</i>	<i>Med Sup</i>		
<i>Project Name/Number:</i>	<i>PMA3454AR-0810 /PMA3454AR-0810</i>		

Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: Med Sup	SERFF Tr Num: PHYS-126708691	State: Arkansas
TOI: MS071 Individual Medicare Supplement - Medicare Select 2010	SERFF Status: Closed-Filed- Closed	State Tr Num: 46213
Sub-TOI: MS071.001 Plan A 2010	Co Tr Num: PMA3454AR-0810	State Status: Under Review
Filing Type: Advertisement	Authors: Sonya Dickey, Sara Magee-Garcia	Reviewer(s): Stephanie Fowler
	Date Submitted: 07/15/2010	Disposition Date: 07/22/2010
Implementation Date Requested: On Approval		Disposition Status: Filed-Closed
State Filing Description:		Implementation Date:

General Information

Project Name: PMA3454AR-0810	Status of Filing in Domicile: Pending
Project Number: PMA3454AR-0810	Date Approved in Domicile:
Requested Filing Mode: Review & Approval	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Group Market Size:
Overall Rate Impact:	Group Market Type:
Filing Status Changed: 07/22/2010	Explanation for Other Group Market Type:
	State Status Changed: 07/22/2010
Deemer Date:	Created By: Sara Magee-Garcia
Submitted By: Sara Magee-Garcia	Corresponding Filing Tracking Number: PMA3454AR-0810
Filing Description:	
RE: Medicare Supplement Advertisements-	
Invitation to Inquire with a Reply Card-	
Letter portion: PMA3454AR-0810	
Reply Card portion: PMA3454AAR-0810	
Business Reply Envelope: XRHN-0810	
Envelope: XRHM-0810	

SERFF Tracking Number: PHYS-126708691 State: Arkansas
Filing Company: Physicians Mutual Insurance Company State Tracking Number: 46213
Company Tracking Number: PMA3454AR-0810
TOI: MS071 Individual Medicare Supplement - Sub-TOI: MS071.001 Plan A 2010
Medicare Select 2010
Product Name: Med Sup
Project Name/Number: PMA3454AR-0810 /PMA3454AR-0810

Attached are copies of the above referenced material for your review and approval. This material will be used to create an interest in the following Medicare Supplement Policies/Rider:

Policies/Rider Medicare Supplement Plans Approval Dates

P020AR A 8-12-09

P025AR F 8-12-09

P026AR G 8-12-09

P027AR High Ded F 8-12-09

Rider B345 8-12-09

If you have any questions concerning material, please contact me at 1-800-228-9100, option 1, option 6, extension 2633 or (402)930-2633. You may also contact me via email at Sara.Magee-Garcia@physiciansmutual.com. Your assistance in getting the material approved for use is greatly appreciated.

Company and Contact

Filing Contact Information

Sara Magee-Garcia, Advertising Compliance sara.magee-garcia@physiciansmutual.com
Coordinator
2600 Dodge Street 402-930-2633 [Phone]
Omaha, NE 68131 402-633-1096 [FAX]

Filing Company Information

Physicians Mutual Insurance Company CoCode: 80578 State of Domicile: Nebraska
2600 Dodge Street Group Code: 367 Company Type:
Omaha, NE 68131 Group Name: State ID Number:
(402) 633-1188 ext. [Phone] FEIN Number: 47-0270450

Filing Fees

Fee Required? Yes
Fee Amount: \$200.00
Retaliatory? No
Fee Explanation: \$50 per form, 4 forms included
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
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<i>SERFF Tracking Number:</i>	<i>PHYS-126708691</i>	<i>State:</i>	<i>Arkansas</i>
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	<i>Medicare Select 2010</i>		
<i>Product Name:</i>	<i>Med Sup</i>		
<i>Project Name/Number:</i>	<i>PMA3454AR-0810 /PMA3454AR-0810</i>		
Physicians Mutual Insurance Company	\$200.00	07/15/2010	38004669

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Product Name:	Med Sup		
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	07/22/2010	07/22/2010

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Disposition

Disposition Date: 07/22/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	PMA3454AR-0810	Filed	Yes
Form	PMA3454AAR-0810	Filed	Yes
Form	XRHN-0810	Filed	Yes
Form	XRHM-0810	Filed	Yes

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TOI: MS071 Individual Medicare Supplement - Sub-TOI: MS071.001 Plan A 2010
Medicare Select 2010

Product Name: Med Sup

Project Name/Number: PMA3454AR-0810 /PMA3454AR-0810

Form Schedule

Lead Form Number: PMA3454AR-0810

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 07/22/2010	PMA3454A R-0810	Advertising	PMA3454AR-0810	Initial			PMA3454 (0810) AR.pdf
Filed 07/22/2010	PMA3454A AR-0810	Advertising	PMA3454AAR-0810	Initial			PMA3454 (0810) AR.pdf
Filed 07/22/2010	XRHN-0810	Advertising	XRHN-0810	Initial			XRHN-0810.pdf
Filed 07/22/2010	XRHM-0810	Advertising	XRHM-0810	Initial			XRHM-0810.pdf

FREE INFORMATION VOUCHER

Physicians Mutual Insurance Company® • 2600 Dodge Street • Omaha, NE 68131-2671

For: [FIRST NAME LAST NAME]

For FREE information from a Physicians Mutual producer on Medicare Supplement Insurance please, complete and return this voucher in the enclosed postage-paid envelope.

Date of Birth

Email Address (for service and product updates from us)

Phone Number

Best Time to Call

[XXX]

[Intelligent Barcode]

[9999999999999999 999999 9999XX 9999999999]

[Name]

[Address 2]

[Address 1]

[City, State Zip+4]

We are not connected with, nor endorsed by, the U.S. Government or the Federal Medicare Program.

PMA3454AAR-0810

www.PhysiciansMutual.com

Return the voucher above or
call toll-free [1-800-XXX-XXXX]

Dear [First name Last name],

Go ahead. Take the first step in exploring your options for Medicare Supplement coverage that can meet your needs and your budget. We'll look out for your best interests and help you understand your rights, options and entitlements. It's simple and there's no obligation.

We'll even pay for the postage ... or you can use our toll-free number

Just return the voucher above in the postage-paid envelope or call toll-free [1-800-XXX-XXXX] and you'll receive FREE Medicare Supplement information from Physicians Mutual Insurance Company.

It's all about YOU

We will listen to your needs and understand them, before recommending products and solutions for you. We've been providing Medicare Supplement protection for nearly 40 years. In the ever-changing health care environment, we're continually designing new options **to help customers like you control their costs and coverage.**

- You can go to the doctor, specialist or hospital you choose.
- You don't have to file claims. They are processed electronically.
- You choose how to pay for your insurance.
- You may qualify for discounts. Ask your producer for details.

Strength, Stability and Quality of Service ... those are our hallmarks

Call us today at [1-800-XXX-XXXX] or return the attached voucher and a Company producer will provide complete details, including costs and limitations, to help you select personalized coverage that helps fit your needs and budget.

Sincerely,



Michael J. Taylor
Senior Vice President

Physicians Mutual Insurance Company®



Physicians
Mutual®

Insurance for all of us.™

P020, P025, P026, P027, B345

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PMA3454AR-0810

XRQM-0910

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Experienced and friendly customer service

Physicians Mutual Insurance Company®



Physicians Mutual is dedicated to providing customers with the top-quality service they deserve. Since 1902, we have been building trust and loyalty ... one customer at a time. Through the years, we've stood by our customers in times of need.

This unwavering commitment to doing the right thing has been rewarded with stable, long-term relationships and steady growth. Today, Physicians Mutual is one of the nation's leading insurance companies, helping to provide security and peace of mind to millions of Americans.

Here's what one customer had to say:

"When my Physicians Mutual agent sold me my Medicare Supplement policy, he made sure to fully explain what exactly was covered. I took his advice and it was definitely the right decision! My agent even drove out to my town to meet with me and go over my application. Thanks Physicians Mutual!"

- Dorothy F., Wisconsin

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[9999999999999999 999999 9999XX 9999999999]

[Name]

[Address 2]

[Address 1]

[City, State Zip+4]

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P020, P025, P026, P027, B345

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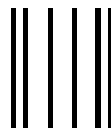
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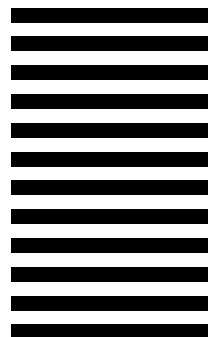
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- Dorothy F., Wisconsin

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PROCESSING**



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NECESSARY
IF MAILED
IN THE
UNITED STATES



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Physicians Mutual Insurance Company®



Physicians
Mutual®

Insurance for all of us.®

IMPORTANT
Medicare Supplement
Information Enclosed

RESERVED FOR MEDICARE BENEFICIARY:

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OK: P0200K, P0250K, P0260K, P0270K, B345